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Title: Requests the Central Government to ban the liquor advertisements through electronic media.

SHRI K. YERRANNAIDU (SRIKAKULAM): Mr. Chairman, Sir, it is a most important matter that I would like to bring to your notice. The Andhra Pradesh Government has written a letter to the hon. Prime Minister. I quote: -

"I would like to bring to your notice that in Andhra Pradesh, the A.P Intoxicating Liquors (Prohibition of Advertisements) Act, 1978 was brought into force from 1/10/1988. This legislation prohibits advertisements soliciting the use of or offering any liquor. However, time and again some of the liquor companies are utilising the electronic media in violation of the above legislation. I am sure you would agree with me that the use of electronic media for promoting alcohol is against the larger public interest."

I, therefore, request the Government through you that it must ban the liquor advertisements as early as possible.